

FREE A SOUVENIR POCKET MIRROR
to every purchaser of a 5c pouch
of MASCOT for a few days only

MEN—

Let Me Introduce My Good, New Tobacco to You

■ You can walk up to your tobacconist's today and for **5 cents** buy more **GOOD** tobacco than ever you could before. Just ask for **MASCOT**.

My tobacco is actually a *ten-cent* pipe-or-cigarette tobacco, and I sell it for **5 cents**. How can I do it?

Here's the idea—instead of packing 10-cent quality and quantity in a tin box, I put it in an *inexpensive but serviceable cloth* pouch. You are not made to pay for a tin box. You don't smoke tin, *why make you pay for it?* Tin boxes cost the manufacturer a great deal of money—so he passes the buck to the buyer.

After I was sure my tobacco-quality was the best Kentucky could grow, I said—instead of charging a dime for **MASCOT** I'll cut out that goat-fodder tin package and sell **MASCOT** in a convenient, soft, pocket-fitting cloth pouch for **5 cents**.

My mind ran something like this—

- (1) Grandpa sliced his off a plug—he sure had plenty of time and patience!
- (2) Father got his already sliced—but he had to crumble it in his hands, and the tobacco was always "streaky."
- (3) Mr. "Last Year" poured his out of a tin—paid half his dime for the tin and felt like he was carrying a tool kit around in a bulgy pocket all the time.

So I said: **MASCOT** is for Mr. "Up-to-date."

MASCOT

There was never one like it—for pipe and cigarette

I'll give him his in a cloth pouch—the best dime quality tobacco, but he pays only 5-cents for it and *every cent buys tobacco*.

Just to introduce **MASCOT**, I'm giving a premium today

FREE

A SOUVENIR POCKET MIRROR

to every purchaser of a 5c Pouch of Mascot—for a few days only

Every dealer in town will hand over one of these Souvenir Pocket Mirrors to every purchaser of a pouch of **MASCOT**, *while the supply lasts*. Pass this little mirror over to the wife, daughter or sweetheart.

Fall in line with the grand army of wise smokers who are smoking

MASCOT today, and double the value of your money. You owe it to your pipe and your pocketbook to try **MASCOT** right away. **FREE!** Don't fail to get one of these Souvenir Pocket Mirrors—for the wife, daughter or sweetheart—*free* to each purchaser of a 5c pouch of **MASCOT**—for a few days only.

5¢

In Pouch 5c—In Tins it would cost you double
Do You Get This?

5¢



5¢
In Tins
it would
cost you
double

*Yours on the level
B. A. Mascot*

Notice to Dealers:

We want every dealer in El Paso supplied with extra Souvenir Pocket Mirrors, and to take advantage of this special offer. All dealers who have not yet already been supplied may secure a special supply of these Souvenir Pocket Mirrors by applying to Mascot Headquarters, Paso Del Norte Hotel, between the hours of 8 and 10 in the morning and 5 and 7 in the afternoon.